ORDER

EU15 Orders Order / Rev: 69895 9856121 /Brad Alt Order #: Product Desc: Smith for Senate **WLYH CW15** Estimate: Millennium Washington DC Flight Dates: 11/03/12 - 11/06/12 Primary AE: Sales Office: Original Date / Rev: 11/02/12 / 11/07/12 **MNAT** Order Type: **GENERAL** Sales Region: National **SRCP Media** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Broadcast Billing Calendar: Billing Cycle: 201 North Union Street Suite 200 EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Smith/R/Senate A35+ New Business Thru: Demographic: **Product Codes: US** Senate Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Agency External ID: Revenue Codes: AGY, POL-CAND, GEN

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	22	\$2,790.00	\$2,371.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	22	\$2,790.00	\$2,371.50	0.00
Totals	22	\$2,790.00	\$2,371.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WLYH CW15	5%	\$2,790.00
Market	100%	\$55,800.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$53,010.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

Ln Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
N 2 WLYH	11/03/12	11/05/12	Sa Prime Access Rota Sa 7p-8p	to€M	7p-8p	S-	:30	2	\$80.00 P-2	0.00 NM	2	\$160.00
N 3 WLYH	11/03/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M	:30	2	\$275.00 P-2	0.00 NM	1	\$275.00
	Date Rang 11/03/12-1		escription 1-F 7-730p	<u>Star</u> 7p-7	t/End Time 30p		eekdays 	Len	gth Rate 30 (\$275.00)	Rtg Type 0.00 NM		
	<i>MG 4.3,4.</i> to Political		•									
N 4 WLYH	11/03/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M	:30	2	\$200.00 P-2	0.00 NM	7	\$675.00

Print Date: 11/07/12 11:55:39 Page 2 of 2

Order / Rev: 69895

Advertiser:

Estimate:

Smith/R/Senate

Alt Order #: Flight Dates: 9856121 /Brad 11/03/12 - 11/06/12

M-F 1030p-11p

Product Desc:

Smith for Senate

WLYH CW15

Ln Ch	Start End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
N 4 WLYH	11/03/12 11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M	- :30	2	\$200.00 P-2	0.00 NM	7	\$675.00
Spot Ch	Date Range D	escription	Sta	rt/End Time		Weekdays	Ler	ngth Rate	Rtg Type		
1 WLYH	1 11/03/12-11/05/12 N	1-F 730p-8p	730)p-8p		M		:30 (\$200.00)	0.00 NM		
	e MG 4.3,4.4,4.5,4.6,										
-	ue to Political] Due to		40-	. 4		- T		.20	0.00 NIM		
	I 11/06/12-11/06/12 W G for 3.2,4.1	I-F 12p-1p	120	o-1p		- 1	-	:30 \$80.00	0.00 NM		
	G within Flight]										
-	11/06/12-11/06/12 N	I-F 1p-2p	1p-:	2p		- T	_	:30 \$80.00	0.00 NM		
	G for 3.2,4.1	' '		•				, , , , , ,			
_	G within Flight]										
5 NLYH	11/06/12-11/06/12 N	I-F 2p-3p	2p-	3р		- T	-	:30 \$80.00	0.00 NM		
_	G for 3.2,4.1										
-	G within Flight]										
	I 11/06/12-11/06/12 N	I-F 9a-10a	9a-	10a		- T	-	:30 \$35.00	0.00 NM		
~	G for 3.2,4.1 G within Flight]										
-	11/06/12-11/06/12 N	I-F 4n-5n	4p-	5n		- T	_	:30 \$100.00	0.00 NM		
_	G for 3.2,4.1	, , , , op	۱۲ ۱	op .		•			0.00 14111		
-	G within Flight]										
8 NLYH	1 11/06/12-11/06/12 N	l-F 4p-5p	4p-	5p		- T	-	:30 \$100.00	0.00 NM		
	G for 3.2,4.1 G within Flight]										
		Cup Dog 1	CM	7n 0n		S :30	1	\$225 00 D 2	0.00 NIM	4	\$225.00
M 5 WLYH	11/03/12 11/05/12	Sun 7p-8p	CIVI	7p-8p		5 :30	1	\$225.00 P-2	0.00 NM	1	\$225.00
N 6 WLYH	11/03/12 11/05/12	M-F 10p-1030p News CBS 21 News on CW	CM 15	10p-1030p	M	- :30	2	\$125.00 P-2	0.00 NM	2	\$250.00
N 7 WLYH	11/03/12 11/05/12	Sa-Su 10p-1030p New CBS 21 News on CW		10p-1030p	S	S :30	2	\$120.00 P-2	0.00 NM	2	\$240.00
N 8 WLYH	11/03/12 11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	S	- :30	2	\$225.00 P-1	0.00 NM	2	\$450.00
N 9 WLYH	11/03/12 11/05/12	Sun Reg 3 Sun 9p-10p	СМ	9p-10p		S :30	1	\$250.00 P-1	0.00 NM	1	\$250.00
N10 WLYH	11/03/12 11/05/12	Su 1030p-11p Su 1030p-11p	СМ	1030p-11p		S :30	1	\$70.00 P-2	0.00 NM	1	\$70.00
N11 WLYH	11/03/12 11/05/12	Sa 6p-7p Sa 6p-7p	СМ	6р-7р	S	- :30	2	\$65.00 P-2	0.00 NM	2	\$130.00
N12 WLYH	11/03/12 11/05/12	M-F 1030p-11p	CM	1030p-11p	M	- :30	1	\$65.00 P-2	0.00 NM	1	\$65.00

Totals 22 \$2,790.00